

Georgia United Credit Union Announces Sponsorship of Georgia Tech Athletics as the Official Credit Union



Duluth, GA (February 1, 2018) –Georgia United Credit Union announced an expanded partnership with the Georgia Tech Athletic Association as the Official Credit Union of Georgia Tech athletics. This sponsorship, which began in 2015, focuses on a co-branded debit card initiative that is new to both the Institute and Georgia United.

“This is a great opportunity for us to strengthen our relationship with Georgia Tech and reinforce our commitment to education,” states Debbie Smith, Georgia United President and CEO. “We are looking forward to introducing a unique debit card program to Georgia Tech students, alumni and fans to support athletic scholarships this year.”

Georgia United has actively been involved with the Institute over the past 50 years. This partnership was strengthened when the credit union merged with State Employees Credit Union in 2011. Over the past six years, Georgia United has built a reputation for outstanding service and community support through various programs. This includes financial assistance to faculty and staff in 2016 due to potential changes in the Fair Labor Standards Act (FLSA).

The renewed partnership includes in-venue signage and video features during home football, basketball and baseball games. Additional promotional opportunities include radio commercials, digital billboard ads and student-athlete financial education programs. These are in addition to ongoing involvement in sponsored food drives at various sporting events, on campus activities and the Jacket to Jacket Reading Program.

“It’s a privilege to welcome Georgia United Credit Union as the official credit union of Georgia Tech athletics,” Georgia Tech director of athletics Todd Stansbury said. “Our partnership is a unique and exciting one because of our shared vision of developing young people who will change the world. Georgia United’s dedication to that vision is evident by its commitment to fund student-athlete scholarships through a new co-branded debit card program, provide financial education programs for our student-athletes and support various community service initiatives.”

The relationship with Georgia United Credit Union was facilitated by IMG, the exclusive multimedia rights partner of Georgia Tech athletics.

About Georgia United Credit Union

Georgia United Credit Union is ranked as one of the top credit unions in Georgia with over \$1.2 Billion in assets, 160,000 members and 19 branch locations. As a full-service community minded financial institution, they offer competitive products and services including financial literacy programs for all ages to help members achieve their financial goals. Georgia United Credit Union serves all State Agency employees, Board of Regents colleges and universities, employees of over 500 companies and 11 county school systems. Visit gucu.org to learn more or follow the credit union on Facebook at [facebook.com/GeorgiaUnitedCU](https://www.facebook.com/GeorgiaUnitedCU), Twitter @GAUnitedCU and Instagram @gucucare.

About Georgia Tech Athletics

With 400-plus student-athletes across 17 varsity sports, Georgia Tech competes at the highest level of intercollegiate athletics as a member of NCAA Division I and the Atlantic Coast Conference (ACC), while also developing young people who will change the world. Georgia Tech has long been a leader in innovation in college athletics with the NCAA CHAMPS/Life Skills Program (known as the Total Person Program at GT), commitments to athletics scholarships until a student-athlete graduates and the use of virtual reality in recruiting among the many concepts that originated on The Flats. The Yellow Jackets have won five national championships during their illustrious history (four in football – 1917, 1928, 1952 and 1990; one in women’s tennis – 2007), appeared in two Final Fours in men’s basketball (1990 and 2004) and three College World Series in baseball (1994, 2002 and 2006). Combining world-class education with top-notch athletics, Georgia Tech has produced 83 Academic All-Americans.

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